

## **CLAIMS**

What is claimed is:

1. A method of managing a display of an unsolicited instant advertisement, comprising:
  - detecting an attempt to display the unsolicited instant advertisement in a primary browser window; and
  - relocating the unsolicited instant advertisement to an alternate location that is not part of the primary browser window, without deleting the unsolicited instant advertisement.
2. The method of claim 1, wherein the alternate location comprises a secondary browser window.
3. The method of claim 1, wherein the alternate location comprises a container.
4. The method of claim 1, wherein the alternate location comprises any one of a file or a database.
5. The method of claim 1, further comprising automatically displaying the unsolicited instant advertisement in the primary browser window if the unsolicited instant advertisement meets a user-defined authorization criterion.
6. The method of claim 1, further comprising filtering the unsolicited instant advertisement by a user-defined filtering criterion.

7. The method of claim 6, further comprising filtering the unsolicited instant advertisement by a plurality of user-defined filtering criteria; and  
further automatically displaying the unsolicited instant advertisement in the primary browser window if the unsolicited instant advertisement meets at least some of the plurality of user-defined filtering criteria.
8. The method of claim 6, further comprising deleting the unsolicited instant advertisement that fails the filtering criterion.
9. The method of claim 8, further comprising saving the unsolicited advertisement that meets the filtering criterion.
10. The method of claim 9, further comprising notifying a user that the unsolicited instant advertisement has been saved.
11. The method of claim 10, wherein notifying the user comprises presenting a visual indicator in the primary web browser.
12. The method of claim 10, wherein notifying the user comprises presenting an audible indicator.
13. The method of claim 10, further comprising prioritizing and categorizing the unsolicited instant advertisement that has been saved.
14. The method of claim 13, further comprising aggregating unsolicited instant advertisements in the alternate location.
15. The method of claim 14, wherein the unsolicited instant advertisements are stored with corresponding descriptions.

16. The method of claim 1, further comprising recording an attempt to display an unsolicited instant advertisement is recorded in a log.
17. The method of claim 16, further comprising transmitting the log to the user.
18. The method of claim 1, further comprising saving the unsolicited instant advertisement in an original form with corresponding text, graphics, and hypertext links.
19. The method of claim 1, further comprising saving the unsolicited instant advertisement in a digest form without graphics.
20. The method of claim 1, wherein the unsolicited instant advertisement comprises any of a pop-up advertisement or a pop-under advertisement.
21. A computer program product having instruction codes for managing a display of an unsolicited instant advertisement, comprising:
  - a first set of instruction codes for detecting an attempt to display the unsolicited instant advertisement in a primary browser window; and
  - a second set of instruction codes for relocating the unsolicited instant advertisement to an alternate location that is not part of the primary browser window, without deleting the unsolicited instant advertisement.
22. The computer program product of claim 21, wherein the alternate location comprises a secondary browser window.

23. The computer program product of claim 21, wherein the alternate location comprises a container.
24. The computer program product of claim 21, wherein the alternate location comprises any one of a file or a database.
25. The computer program product of claim 21, further comprising a third set of instruction codes for automatically displaying the unsolicited instant advertisement in the primary browser window if the unsolicited instant advertisement meets a user-defined authorization criterion.
26. The computer program product of claim 21, further comprising a fourth set of instruction codes for filtering the unsolicited instant advertisement by a user-defined filtering criterion.
27. The computer program product of claim 26, further comprising a fifth set of instruction codes for filtering the unsolicited instant advertisement by a plurality of user-defined filtering criteria; and  
a sixth set of instruction codes for automatically displaying the unsolicited instant advertisement in the primary browser window if the unsolicited instant advertisement meets at least some of the plurality of user-defined filtering criteria.
28. The computer program product of claim 26, further comprising a seventh set of instruction codes for deleting the unsolicited instant advertisement that fails the filtering criterion.
29. The computer program product of claim 28, further comprising an eighth set of instruction codes for saving the unsolicited advertisement that meets the

filtering criterion.

30. The computer program product of claim 29, further comprising a ninth set of instruction codes for notifying a user that the unsolicited instant advertisement has been saved.

31. A system for managing a display of an unsolicited instant advertisement, comprising:

a detection engine that detects an attempt to display the unsolicited instant advertisement in a primary browser window; and

a relocation module for relocating the unsolicited instant advertisement to an alternate location that is not part of the primary browser window, without deleting the unsolicited instant advertisement.

32. The system of claim 31, wherein the alternate location comprises a secondary browser window.

33. The system of claim 31, wherein the alternate location comprises a container.

34. The system of claim 31, wherein the alternate location comprises any one of a file or a database.

35. The system of claim 31, further comprising a filter that determines if the unsolicited instant advertisement meets a user-defined authorization criterion and that automatically displays the unsolicited instant advertisement in the primary browser window if the unsolicited instant advertisement meets a user-defined authorization criterion.

36. The system of claim 35, wherein the filter filters the unsolicited instant advertisement by a plurality of user-defined filtering criteria, and automatically displays the unsolicited instant advertisement in the primary browser window if the unsolicited instant advertisement meets at least some of the plurality of user-defined filtering criteria.

37. The system of claim 36, wherein the filter deletes the unsolicited instant advertisement that fails the filtering criterion.

38. The system of claim 37, wherein the filter saves the unsolicited advertisement that meets the filtering criterion.

39. The system of claim 38, further comprising a notification module that notifies a user that the unsolicited instant advertisement has been saved.

40. The system of claim 31, wherein the unsolicited instant advertisement comprises any of a pop-up advertisement or a pop-under advertisement.